

# Digital Marketing Manager

The Web Advisors are in high demand and we need an experienced and motivated Digital Marketing Manager to help lead our campaigns to even greater heights. As our Digital Marketing Manager, you'll be the lead on dozens of client campaigns and your expertise will help inform strategies, shape content development, and deliver results that blow expectations out of the water... it's kind of what we do. In brief, we're looking for a solid team player who can help us drive even more growth for our clients and for our company, too.

**Who are The Web Advisors?** We are a high-performance, boutique marketing agency with BIG goals. We run with some pretty major clients in the BC tourism industry, but we also maintain a diverse portfolio of clients from various industries. We're never bored and never boring because we take our passion for what we do to eleven and are committed to delivering measurable results in everything we do.

## Three (of the many) things you'll love about this role:

- **Responsibility & Autonomy:** You'll be the go-to for overseeing dozens of campaigns, budgets, creative/strategy recommendations, and more. (The team will have your back, too, of course)
- **Flex Your Expertise:** As the Digital Marketing Manager, you can help clients explore new opportunities by leaning into the expertise you bring to the table... and we're careful to work with clients that actually listen!
- **Jump in the Deep End for Growth:** This role will super-charge your strengths and give you a crash course (and room to grow) in areas you may not have had much experience.

## Three (of the many) reasons why you'll love working with the Web Advisors team:

- **Make a Difference:** We're great at what we do, and your contribution will make a huge impact for both your clients and your team.
- **We Grow Together:** Have a good idea? Let's explore it! And that applies just as much to the workplace as it does to your projects.
- **Support and Collaboration:** We believe in collaboration as our team's superpower, and it ensures our success with every project.

## Working Environment

We collaborate from 8:30-5:00 on weekdays, and this role is based in a fun, funky and collaborative office space in downtown Victoria. We get our best work done when we can riff in person, so we take advantage of that by working in a space where you can wheel around and ask for input from your team whenever you could use another set of eyes.

Weekend and evening work is not frequent, but our drive to excel sometimes requires a sprint to get a project out the door on time or a quick check on the weekend to make sure a fresh campaign launch is running smoothly. But that also means it's not a big deal if you have to take your dog to her vet appointment at 9:00 on a Wednesday.

We believe in work-life balance and pride ourselves on our proficiency in partaking in local craft creations and participating in a plethora of outdoor activities available in our BC backyard.

## Job Description

We are seeking a qualified full-time digital marketing expert, driven to develop innovative and performance-oriented campaigns using the latest marketing technologies, to join our fast-paced agency team in Victoria BC. This job is perfect for a tactical marketing strategist who possesses a deep understanding of marketing implementations across all mediums, is a data hound that can sniff out opportunities through detailed campaign analysis, and loves to have fun while doing so.

## Responsibilities

This role will be focused on, but not be limited to, the following in support of servicing our clients:

- Develop, implement, and optimize multi-channel digital advertising campaigns on a variety of platforms;
- Collaborate with agency colleagues to coordinate and align ad campaigns with overall marketing objectives;
- Define clear objectives, tactics, and Key Performance Indicators;
- Lead day-to-day management, measurement and budgets in the optimization of search, display, programmatic and social marketing campaigns;
- Optimize landing page content and conversion tracking;
- Utilize reporting tools to monitor, analyze and effectively communicate results and insights;
- Proactively make strategic campaign recommendations to improve performance;
- Continuously research industry trends, best practices, and emerging technologies.

## Requirements

To be considered for this role you must possess the following:

- University degree or college diploma in marketing, or digital advertising or related discipline and/or;
- Minimum three years of professional experience in an active digital marketing role, with key responsibilities including digital marketing, conversion rate optimization, measurement analytics, and analysis;
- Demonstrable experience in building and managing search, display & video campaigns across multiple platforms, specifically Google Ads and Facebook Ads (Meta for Business) platforms;
- Detailed understanding and experience in building, managing and utilizing custom audiences and keyword targeting;
- Google Ads (Google Partners) certification;
- Experience in applying measurement protocols using Google Tag Manager, Google Analytics, Floodlight tags and Facebook Pixel;
- In-depth knowledge and extensive experience with industry reporting tools and SEO implementation;
- Experience in developing and presenting plans/ideas to agency colleagues, clients, and groups of stakeholders;
- Excellent verbal, written and presentation skills, that accompany your well-developed analytical and interpersonal skills.

## It Would Be Awesome If You:

- Have Facebook Blueprint certifications;
- Have managed DV360 or other programmatic platforms;
- Have previous agency experience;
- Teach us something new about digital marketing;

## Salary Range:

\$60,000 - \$75,000 per year based on relevant experience

## Benefits:

In addition to offering an engaging workplace where you will collaborate and generate outstanding results for our clients, The Web Advisors offer the following benefits over and above a competitive annual salary:

- Flexible working environment (with good coffee);
- Professional development allocation;
- Perks Rewards program (sincere thanks, a high-five, and a gift-card rolled into one);
- Vacation time in the company cottage at Predator Ridge;
- Team activities (enjoying craft creations, golf, team social dinners, etc.)
- Extended health, vision;
- Dental plan;
- Life and disability insurance; and
- Opportunity for advancement

## How To Apply:

- Visit [thewebadvisors.ca/join-us](http://thewebadvisors.ca/join-us) and
- Submit your application detailing why we would be fortunate to have you on our team.